

## REMARKS

Consideration and allowance of the subject application are respectfully requested.

Claims 16-31, 33 and 35 are pending in the application.

Claims 26, 31 and 35 have been amended to replace "erecting device" with "mounting strip." Original claims 13 and 15 identify the erecting device by reference No. 3. The originally filed application at page 8, line 15 identifies the reference No. 3 as a "mounting strip. Claims 21 and 22 has been amended to define the relief having a surface comprising a screen pattern with varying depth to provide strong luminescence. Basis for this amendment can be found in original claim 1 and the originally filed application. Reading and comprehending the present specification, including the prior art problems at page 1, lines 19-29, will easily understand that strong luminescence means that the edge figures will be visible, since the prior art edge figures without the claimed relief having a surface with varying depth will not have strong luminescence (will be practically invisible). No new matter has been added.

Basis for the amendment to the specification to recite female element and male element is shown at original claim 9 (now claim 26) and original Figs. 5a through 5c. No new matter has been added.

Figs. 5c through 5e have been amended to correct the identification of the connecting means 9 and to provide reference numbers for the female element 30 and the male element 31. No new matter has been added.

The objection to the drawings is obviated by the amendments to the drawings as set forth above. Accordingly, withdrawal of the objection is respectfully requested.

The rejection of claims 29 and 32-35 under 35 U.S.C § 112, second paragraph, is obviated by the amendments set forth above.

The part regarding claim 29 is respectfully traversed. Claim 29 recites the term "said mounting device," not "said erecting device." Antecedent basis for the recited term "said mounting device" is shown in base claim 23 at line 2, namely "said first mounding device." Applicant believes the Examiner intended to reject claim 34 instead of claim 29, since claim 34 recites "said erecting device." However, as

discussed above, "erecting device" has been replaced with "mounting strip" as disclosed in the originally filed application.

The part of the rejection regarding claims 32-35 is obviated by the amendment set forth above to remove the term "profiled."

Applicant respectfully submits that the claimed invention fully complies with Section 112. Accordingly, withdrawal of the Section 112 rejection is respectfully requested.

The rejection of claim 21 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,369,553 (Trusiani) is respectfully traversed. The claimed invention is not anticipated by Trusiani for the following reasons.

The teachings in Trusiani are of no relevance to the present application. Trusiani does not address the problem that figures on edge-illuminated signs will not get a uniform luminescence, see page 1, lines 19-29 in the present application.

Furthermore, Trusiani does not comprise a figure having a large relief effect and strong luminescence. Trusiani shows an edge-illuminated electric sign where lines have been cut out (all the way through the panel material- NO RELIEF) and where light from the light source is transmitted through the panel and is reflected from the edges of said cut out lines. See for example claim 1 and column 2, line 26, of Trusiani. Nowhere in Trusiani is it discussed or indicated that it is desirous to illuminate a relief of a figure. Instead, it is clearly stated that the figure shall be "anything that can be reduced to a line drawing", see col. 3, lines 19 -20. Thus, the sign of present claim 21 reciting a relief is not anticipated by Trusiani. Accordingly, withdrawal of the Section 102 rejection is respectfully requested.

The rejection of claims 16-20 under 35 U.S.C. § 103(a) as being unpatentable over Trusiani in view of U.S. Patent No. 6,407,361 (Williams) is respectfully traversed. The claimed invention is not taught or suggested by the theoretical combination of Trusiani and Williams for the following reasons.

One of ordinary skill in the art would not be motivated to combine Trusiani with Williams. Trusiani relates to "cut-out lines" in a sign and Williams relates to forming a "relief" in a die/plate mold. Combining the relief method of Williams to Trusiani would destroy the cut-out teachings of Trusiani. Furthermore, Trusiani teaches away from the claimed invention, since it teaches to cut completely through

the light transmitting material, instead of only forming a relief. For these reasons, the claimed invention is not obvious over the combination of Trusiani and Williams.

However, even if Trusiani and Williams were combined, the claimed invention would not be taught or suggested by such a combination for the following reasons. Trusiani does not disclose the claimed "relief." Trusiani does not address the problem of signs not providing uniform luminescence, as discussed above, although the contours in the upper part of the sign most certainly will show a less strong luminescence than the contours at the lower part closer to the light source. Consequently, a skilled person trying to manufacture a sign with a figure having a large relief effect and strong luminescence can not find any indication what so ever in Trusiani of how that can be obtained, since Trusiani does not teach how to make a relief, only cut-out lines.

Williams does not provide the deficiencies of Trusiani. Williams does not even relate to illuminated signs, and particularly not to edge-illuminated signs. Williams is directed to a method for production of a relief into a die plate/mold used for forming items having embossed images thereon, see col. 1, lines 56-63. The engraving with a laser beam in Williams will result in a roughness/smoothness depending on the number of layers of material removed and subsequent polishing of the exposed surfaces may be required, see col. 6, lines 39-44. Although the Examiner refers to the reference of known laser engraving methods, where the increase of power increases the depth of the laser penetration into the material, and thus the depth of the material removed, see col. 1, lines 18-25, one skilled in the art is aware that a rough surface of the relief is undesired.

In contrast, in the present invention, the roughness of the surface of the relief is an important feature in order to obtain the uniform luminescence of the sign. This is discussed on page 2, second paragraph (where the benefits is discussed as well) and on page 3 in relation to Fig. 3 and detail a and b of the present application. It is also clear from the description that the fineness of scanning (the size of the screen pattern) will influence the luminescence, see page 4, lines 6-10 of the present specification.

Applicant respectfully submits that the Examiner interpreted the expressions "line pattern" and "screen pattern" incorrectly. The expression "line pattern" does not refer to contours (40 in Fig. 5 and col. 3, line 16) as stated on page 4 in the Office

action. The expression "screen pattern" is not commented to by the Examiner in this context, but it appears that the Examiner has misinterpreted "screen pattern" as the picture formed by the cut-out lines. However, it is clear from the description of the present application that the screen pattern is, for example, the microscopic rectangular parallelepipeds shown in details a and b in Fig. 3 which can be obtained by the method of the present invention, see page 3, lines 25-34. The claimed screen pattern and line pattern is the varying surface of the relief.

Based on the above it is clear that the manufacturing method for production of an edge-illuminated electric sign according to claims 16-20 as well as the edge illuminated sign itself according to amended claim 21 are not obvious over Trusiani in view of Williams.

Furthermore, the claimed invention provides a visible edge figure (strong luminescence) with a small energy input, which is an advantage for signs powered by sunlight. See page 2, lines 6-19 of the present specification. The cited references do not teach or suggest such unexpected advantages.

In view of the many differences between the claimed invention the theoretical combination of Trusiani and Williams, and the unexpected advantages of the claimed invention, withdrawal of the Section 103 rejection is respectfully requested.

The rejection of claims 22-26 and 32-35 under 35 U.S.C. § 103(a) as being unpatentable over Trusiani in view of U.S. published app'n No. 2004/0245225 (Kastalsky) is respectfully traversed. The claimed invention is not taught or suggested by the theoretical combination of Trusiani and Kastalsky for the following reasons.

Trusiani does not teach or suggest the claimed invention for the many reasons provided above. Kastalsky does not provide the deficiencies of Trusiani.

Kastalsky discloses that a coloured foil/film can be used in combination with a transparent material in order to create a coloured image on the sign. However, Kastalsky is not related to edge-illuminated signs and thus the problem that the sign will not get a uniform luminescence is not addressed. Nor does the foil/film comprise a screen pattern which has a fineness proportional to the luminescence desired in different positions of the background and nor is the fineness also proportional to the distance to the illuminated edge. For this reason alone, the Section 103 rejection should be withdrawn.

The cited references also do not teach or suggest the claimed mounting device, mounting strip and connecting means.

The unexpected advantages of the claimed invention compared to the cited references are discussed above.

In view of the many differences between the claimed invention the theoretical combination of Trusiani and Kastalsky, and the unexpected advantages of the claimed invention, withdrawal of the Section 103 rejection is respectfully requested.

The rejection of claims 27 and 28 under 35 U.S.C. § 103(a) as being unpatentable over Trusiani in view of Kastalsky as applied to claims 22-26 above, and further in view of U.S. Patent No. 4,166,332 (Donovan) is respectfully traversed. The claimed invention is not taught or suggested by the theoretical combination of Trusiani, Kastalsky and Donovan for the following reasons.

Claims 27 and 28 are not obvious over the combination of Trusiani and Kastalsky for the same reasons base claim 22 is not obvious over the combination of these references. Donovan does not provide the many deficiencies of Trusiani and Kastalsky.

By the mounting device of the present invention it is possible to arrange the sign mounted therein to point in different directions, depending on which one of the dovetails that are inserted into the groove 7. By the mounting device of the present invention, one can choose any direction that is the most favourable at every particular location. Two signs are not supposed to be mounted in the same mounting device 4. Thus, the mounting device presented in Donovan can not be considered relevant since the mounting device shown therein can not be used to arrange a single sign mounted therein in any desired directions according to the present invention.

The unexpected advantages of the claimed invention compared to the cited references are discussed above.

In view of the many differences between the claimed invention the theoretical combination of Trusiani, Kastalsky and Donovan, and the unexpected advantages of the claimed invention, withdrawal of the Section 103 rejection is respectfully requested.

The rejection of claims 29-31 under 35 U.S.C. § 103(a) as being unpatentable over Trusiani in view of Kastalsky as applied to claims 22-26 above, and further in

view of U.S. Patent No. 4,028,828 (Choa) is respectfully traversed. The claimed invention is not taught or suggested by the theoretical combination of Trusiani, Kastalsky and Choa for the following reasons.

Claims 29-31 are not obvious over the combination of Trusiani and Kastalsky for the same reasons base claim 22 is not obvious over the combination of these references. Choa does not provide the many deficiencies of Trusiani and Kastalsky discussed above.

The many unexpected advantages of the claimed invention compared to the cited references is discussed above.

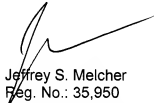
In view of the many differences between the claimed invention the theoretical combination of Trusiani, Kastalsky, and Choa, and the unexpected advantages of the claimed invention, withdrawal of the Section 103 rejection is respectfully requested.

Early and favorable action on the merits are respectfully requested.

Respectfully submitted,

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